

Spring 6-11-2016

1984, Monterey County Crop Report

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Annual Crop Report

1984



RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER

120 WILGART WAY
SALINAS, CALIFORNIA

MONTEREY COUNTY

AGRICULTURAL COMMISSIONER

(408) 758-3876 - 120 WILGART WAY - SALINAS, CALIFORNIA 93901

RICHARD W. NUTTER
AGRICULTURAL COMMISSIONER



Director, California Department of Food and Agriculture
and

The Honorable Board of Supervisors, County of Monterey

Monterey County's agriculture increased by 6% during 1984 to establish an all time high of \$1,002,777,600. This increase is in contrast to the national agricultural picture and marks the first time that a county located outside of the San Joaquin Valley has exceeded the one billion dollar gross value. Monterey County continues as the Number One vegetable producing county in the nation.

The record production was achieved primarily due to an increase of more than 33,000 vegetable crop acres. Much of this land had not been farmed the last two seasons due to weather conditions.

Head Lettuce continued its Number One ranking with a total value of \$264,000,000. Despite poor early season prices, a market rally during the last quarter of the season provided the basis for a profitable year.

The rapid increase of Broccoli popularity was reflected in its 57,000 acres and \$126,000,000 total value.

Other crops which continued to show increases were Strawberries, with an \$18,000,000 increase, which occurred despite lowered prices but was influenced by good growing conditions and record yields.

Celery was the only crop that fell significantly below the previous year's totals. In fact, celery dropped more than \$18,000,000 due to poor market demands throughout the season.

Nursery Stock, Mushrooms, Livestock, and Grapes showed increases. Wine Grapes, while showing an increase in total value, have still not stabilized as the local economy continues to be influenced by outside sources.

Despite a somewhat rosy picture that this year's crop report reveals compared to other agricultural areas in the nation, one should not lose track of the fact that these are gross agricultural values and are not intended to reflect net income to the producer. There are still many

(over)

farmers in the county who are adjusting their operations to become more economically sound, while others may be operating on a crop to crop basis.

My thanks to the individuals and firms whose cooperation made this report possible, and to my staff members, under the direction of Deputy Agricultural Commissioner Bill Nutley, who coordinated and compiled this report.

Very truly yours,

A handwritten signature in cursive script, reading "Richard W. Nutter". The signature is written in dark ink and is positioned above the printed name and title.

Richard W. Nutter
Agricultural Commissioner

RWN:mls

AGRICULTURAL COMMISSIONER

RICHARD W. NUTTER

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Stanley E. Clayton	Deputy Agricultural Commissioner
William Nutley	Deputy Agricultural Commissioner
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David Butterfield	Agricultural Inspector III
Marvin E. Garner	Agricultural Inspector III
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Joseph C. Lyons	Agricultural Inspector III
Harry Steer	Agricultural Inspector III
Gerry Willey	Agricultural Inspector III
Dow O. Williams	Agricultural Inspector III
Barbara Bauer	Agricultural Inspector I
Michael Casey	Agricultural Inspector I
Trinidad Gonzales	Agricultural Inspector I
Frances Pabrua	Agricultural Inspector I
Gordon Rammer	Agricultural Inspector I
Laurel Thomassin	Agricultural Inspector I
Robert Bohn	Agricultural Aide
Kathleen Boyle	Agricultural Aide
Henry Gonzales	Agricultural Aide
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Betty Drake	Senior Account Clerk
Frances Freel	Senior Typist Clerk
Gloria Oliver	Typist Clerk II
Syble Silva	Typist Clerk II

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Robert H. Flores	Agricultural Inspector I
Harry O. Nelson	Agricultural Inspector I

PAJARO OFFICE

Kenneth W. Young	Deputy Agricultural Commissioner
Jane Yoshida	Typist Clerk I

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Charles Nunez	Produce Inspector	II
J. Arthur Pemberton	Produce Inspector	II
Lou Splawn	Produce Inspector	II
Maria Torres	Produce Inspector	II
Gail Young	Produce Inspector	II

Marcile Angelucci	Produce Inspector	I
Carl Armento	Produce Inspector	I
Cesar Bedon	Produce Inspector	I
John Blythe	Produce Inspector	I
Joyce Camany	Produce Inspector	I
Thomas Cotenass	Produce Inspector	I
Jesse DeLeon	Produce Inspector	I
James Drake	Produce Inspector	I
Richard Fleming	Produce Inspector	I
Danny Garcia	Produce Inspector	I
Jane Grubb	Produce Inspector	I
Donald Hacker	Produce Inspector	I
Maureen Harris	Produce Inspector	I
William Hartney	Produce Inspector	I
Kaye Johnson	Produce Inspector	I
LaDonna Lynn	Produce Inspector	I
Danny Mallobox	Produce Inspector	I
Doug McGinn	Produce Inspector	I
A. Kojo Mends	Produce Inspector	I
Mary Mutz	Produce Inspector	I
Sylvia Rodriquez	Produce Inspector	I
John Rover	Produce Inspector	I
Katherine Smith	Produce Inspector	I
Raymond Stewart	Produce Inspector	I
Laurie Tavernetti	Produce Inspector	I
Linda Tavernetti	Produce Inspector	I
Quintino Torres	Produce Inspector	I
Wendy Wycuff	Produce Inspector	I

TABLE OF CONTENTS

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION	Page	1
FRUITS AND NUTS	Page	2
GRAPE SUPPLEMENTARY	Page	3
VEGETABLE CROPS	Page	4- 9
FIELD CROPS	Page	10
SEED CROPS, OTHER PRODUCTION	Page	11
NURSERY CROPS	Page	12-13
LIVESTOCK, POULTRY, AND DAIRYING	Page	14
TREND OF MAJOR CROPS	Page	15
MILLION DOLLAR CROPS	Page	16
SUMMARY	Page	17
CROP HIGHLIGHTS - 1984	Page	18

APPROXIMATE WEIGHTS USED FOR FRESH MARKET CONVERSION

<u>CROP</u>	<u>UNIT</u>	<u>POUNDS</u>
ANISE	Crate	37
ARTICHOKES	Carton	23
ASPARAGUS	Carton	32
BROCCOLI	Carton	23
BRUSSELS SPROUTS	Carton	25
BUSHBERRIES	Slide	9
CABBAGE	Carton	50
CARROTS	Carton	50
CARROTS	Sack	50
CAULIFLOWER	Carton	23
CELERY	Crate	60
ENDIVE	Carton	25
GARLIC	Carton	30
KIWI FRUIT	Carton	7
LETTUCE - Head	Carton	50
ONIONS - Green	Carton	13
PARSLEY	Carton	21
PEAS	Carton	30
RASPBERRIES	Slide	6
ROMAINE	Carton	37
SPINACH	Carton	20
SQUASH	Carton	30
STRAWBERRIES	Slide	12
TOMATOES	Carton	30 25'

FRUITS & NUTS

CROP	YEAR	ACREAGE	PRODUCTION			F.O.B. VALUE		
			PER ACRE	TOTAL	UNIT	PER UNIT	TOTAL	
APPLES	1984	432	15.33	6,625	Ton	\$ 139.50	\$ 924,000	
	1983	387	21.80	8,450	"	158.10	1,336,000	
GRAPES	1984	29,792.27	(See Supplementary Page 3)				42,022,000	
	1983	28,111.56	"	"	"	"	35,730,000	
KIWI FRUIT	1984	16	2.50	40	Ton	1,500.00	60,000	
	1983	21	3.00	63	"	1,730.15	109,000	
*MISC. FRUIT	1984						120,000	
	1983						142,000	
BUSHBERRIES	1984	50	2.04	102	"	2,000.00	204,000	
	1983	57	1.96	112	"	1,982.15	222,000	
RASPBERRIES	1984	33	2.15	71	"	5,253.50	373,000	
	1983	45	2.80	126	"	4,063.50	512,000	
STRAWBERRIES								
Total	1984	3,245		95,400	"		88,515,000	
	1983	2,945		82,165	"		70,942,000	
Fresh	1984		24.89	80,800	"	972.50	78,578,000	
	1983		14.10	41,525	"	974.40	40,462,000	
Processing	1984		4.50	14,600	"	680.60	9,937,000	
	1983		13.80	40,640	"	750.00	30,480,000	
WALNUTS	1984	195		224	"	781.25	175,000	
	1983	<u>195</u>		<u>273</u>	"	534.80	<u>146,000</u>	
TOTAL	1984	33,763.27		102,462		VALUE	\$132,393,000	
	1983	31,761.56		91,189			109,139,000	

*Includes Almonds, Apricots, and others.

GRAPE SUPPLEMENTARY

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>F.O.B. VALUE</u>		
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
GRAPES	1984	29,792.27	3.93	117,020	Ton	\$359.10	\$42,022.00
Nonbearing or not Harvested		<u>3,097.44</u>					
TOTAL		32.889.71					
GRAPES	1983	28,111.56	3.4	95,635	Ton	\$373.60	\$35,730.00
Nonbearing		2,267.12					
		<u>*2,511.03</u>					
TOTAL		33,730.67					
		32 889.71					

TOTAL ACREAGE OF WINE GRAPES BY VARIETY

<u>VARIETY</u>	<u>ACRES</u>	<u>VARIETY</u>	<u>ACRES</u>
Barbara	49.20	Muscat Blanc/Canelli	298.50
Cabernet Sauvignon.	3,853.15	Petite Sirah	1,632.02
Chardonnay.	2,344.66	Pinot Blanc.	998.17
Chenin Blanc.	3,661.65	Pinot Noir	2,985.09
Early Burgundy.	157.50	Pinot St. George	115.10
Emerald Riesling.	560.20	Royalty.	32.00
Folle Blanche	64.30	Ruby Cabernet.	292.90
French Colombard.	1,428.60	Sauvignon.	1,632.80
Gamay	1,384.11	Semillon	528.40
Gamay Beaujolais.	677.06	Sylvaner	693.00
Gewurztraminer.	1,001.46	Tinta Madera	86.00
Grenache.	313.60	White Riesling	3,132.32
Grey Riesling	962.30	Zinfandel.	2,194.69
Malvasia.	517.90	Other Red.	722.19
Merlot.	336.10	Other White.	234.74
TOTAL ACRES	<u>32,889.71</u>		

*Bearing Acreage, but not harvested

VEGETABLE CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
ANISE	1984	90	16.67	1,500	Ton	504.65	\$	757,000
	1983	125	17.76	2,220	"	406.30		902,000
ARTICHOKES								
Total	1984	9,475						27,291,000
	1983	9,135						26,788,000
Fresh	1984		3.24	30,740	"	776.05		23,856,000
	1983		2.79	25,480	"	951.10		24,234,000
Processing (Regular)	1984		1.09	10,375	"	320.00		3,320,000
	1983		.85	7,720	"	318.90		2,462,000
Processing (Culls)	1984		.46	4,405	"	26.10		115,000
	1983		.39	3,520	"	26.15		92,000
ASPARAGUS								
Total	1984	3,150						8,087,000
	1983	2,880						9,622,000
Fresh	1984		1.72	5,445	"	1,485.20		8,087,000
	1983		2.13	6,140	"	1,567.10		9,622,000
Processing	1984	*						
	1983	*						
BEANS								
(Green Lima)	1984	*						
	1983	1,485	.94	1,402	"	960.05		1,346,000
BROCCOLI								
Total	1984	57,495						126,502,000
	1983	43,900						112,383,000
Fresh	1984	32,420	5.11	165,545	"	490.20		81,150,000
	1983	26,300	5.13	134,965	"	610.20		82,355,000
Processing	1984	25,075	4.61	115,665	"	392.10		45,352,000
	1983	17,600	4.83	77,145	"	389.25		30,028,000
BRUSSELS SPROUTS								
Total	1984	1,800						5,591,000
	1983	1,390						3,480,000
Fresh	1984	1,435	6.90	9,915	"	457.70		4,538,000
	1983	1,125	5.72	6,440	"	430.75		2,774,000
Processing	1984	365	6.80	2,485	"	423.75		1,053,000
	1983	265	6.49	1,720	"	410.45		706,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>			<u>F.O.B. VALUE</u>		
			<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>	
CABBAGE	1984	1,465	15.63	22,895	Ton	\$170.80	\$	3,911,000
	1983	1,260	18.13	22,845	"	161.85		3,689,000
CARROTS								
Total	1984	5,810						19,969,000
	1983	5,190						16,267,000
Fresh	1984	3,840	18.10	69,510	"	240.00		16,682,000
	1983	4,240	12.07	51,190	"	221.35		11,331,000
Processing	1984	1,970	30.56	60,205	"	54.60		3,287,000
	1983	950	21.01	19,955	"	247.35		4,936,000
CAULIFLOWER								
Total	1984	26,550						79,653,000
	1983	22,780						64,194,000
Fresh	1984	19,575	5.92	115,970	"	573.15		66,468,000
	1983	17,720	5.61	99,465	"	545.80		54,288,000
Processing	1984	6,975	4.21	29,385	"	448.70		13,185,000
	1983	5,060	4.02	20,345	"	486.90		9,906,000
CELERY								
Total	1984	5,510						26,807,000
	1983	5,590						45,200,000
Fresh	1984	4,970	29.88	148,505	"	173.75		25,803,000
	1983	5,375	24.41	131,190	"	334.80		43,922,000
Processing	1984	540	18.83	10,170	"	98.75		1,004,000
	1983	215	12.19	2,620	"	487.80		1,278,000
CUCUMBERS								
Processing	1984	360	25.00	9,000	"	170.00		1,530,000
	1983	300	25.50	7,650	"	172.00		1,316,000
GARLIC								
Total	1984	1,020						3,976,000
	1983	1,650						4,131,000
Fresh	1984	420	6.13	2,575	"	778.25		2,004,000
	1983	615	5.98	3,675	"	780.70		2,869,000
Processing	1984	600	7.50	4,495	"	438.70		1,972,000
	1983	1,035	5.67	5,870	"	215.00		1,262,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>				
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>			
<u>1984</u>										
LETTUCE - Head										
Spring		19,881								
Summer		19,436								
Fall		25,845								
Naked Pack				33,340,000	Ctn	\$5.76	\$192,038,000			
Wrapped Pack				7,139,000	"	7.24	51,686,000			
Bulk for Shredding				1,782,000	"	5.93	10,567,000			
Bulk for Whole Cored Lettuce				<u>1,305,000</u>	"	8.07	<u>10,531,000</u>			
SEASON TOTAL	65,162	668.58		43,566,000	"	\$6.0786	\$264,822,000			

<u>1983</u>							
LETTUCE - Head							
Spring		16,465					
Summer		20,020					
Fall		19,601					
Naked Pack				28,196,000	Ctn	\$6.86	\$193,425,000
Wrapped Pack				6,076,000	"	8.31	50,492,000
Bulk for Shredding				<u>2,027,000</u>	"	5.00	<u>10,135,000</u>
SEASON TOTAL	56,086	647.00		36,299,000	"	\$6.9988	\$254,052,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
BUTTER LETTUCE	1984	625	471,000	Ctn	\$4.30	\$ 2,025,000
	1983	In Mixed Leaf				
GREEN LEAF	1984	1,370	1,033,000	"	5.15	5,320,000
	1983	In Mixed Leaf				
ENDIVE	1984	730	453,000	"	5.00	2,266,000
	1983	595	365,000	"	5.70	2,081,000
ESCAROLE	1984	320	242,000	"	4.35	1,053,000
	1983	In Mixed Leaf				
LETTUCE Mixed Leaf	1983	3,440	2,452,000	"	5.80	14,222,000
RED LETTUCE	1984	695	509,000	"	4.90	2,494,000
	1983	In Mixed Leaf				
ROMAINE	1984	2,305	1,499,000	"	4.80	7,195,000
	1983	1,815	1,060,000	"	5.60	5,936,000
<hr/>						
LETTUCE CROP TOTALS	1984	71,207	47,773,000	Ctn	VALUE	\$285,175,000
	1983	61,936	40,176,000			276,291,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>PRODUCTION</u>				<u>F.O.B. VALUE</u>		
	<u>YEAR</u>	<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
MUSHROOMS	1984	**		37,390,000	Lb.	\$.94	\$35,147,000
	1983	**		32,216,000	"	1.10	35,438,000
ONIONS							
Total	1984	575					1,505,000
	1983	485					912,000
Dry	1984	300	18.00	5,400	Ton	160.00	864,000
	1983	90	17.50	1,575	"	240.00	378,000
Processing	1984	275	21.93	6,030	"	106.30	641,000
	1983	395	18.80	7,426	"	71.90	534,000
ONIONS, Green	1984	1,225	9.51	11,650	"	724.80	8,444,000
	1983	1,160	11.33	13,145	"	677.80	8,910,000
PARSLEY							
Total	1984	495					1,902,000
	1983	195					1,563,000
Fresh	1984	255	11.25	2,870	"	470.40	1,350,000
Dry	1984	240	2.50	600	"	920.00	552,000
PEPPERS, Chili							
Total	1984	1,995					7,239,000
	1983	2,720					9,555,000
Dry	1984	1,995	3.11	6,195	"	1,168.50	7,239,000
	1983	2,550	3.50	8,930	"	1,047.15	9,351,000
Processing	1984	*					
	1983	170	15.00	2,550	"	80.00	204,000
POTATOES	1984	1,440	20.19	29,080	"	118.65	3,450,000
	1983	1,425	19.37	27,600	"	95.65	2,640,000
SALAD PRODUCTS	1984			2,815,000	Ctn	5.95	16,749,000
	1983			2,750,000	"	6.55	18,012,000
SPINACH							
Total	1984	2,985					5,872,000
	1983	2,990					7,189,000
Fresh	1984	1,110	7.41	8,230	Ton	421.75	3,471,000
	1983	780	6.05	4,720	"	545.55	2,575,000
Processing	1984	1,875	12.02	22,540	"	106.50 207.50	2,401,000 4,614,000
	1983	2,210	10.06	22,235	"	207.50	4,614,000

VEGETABLE CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>	
			<u>PER ACRE</u>	<u>TOTAL</u>		<u>PER UNIT</u>	<u>TOTAL</u>
SQUASH							
Fresh	1984	220	10.09	\$ 2,220	Ton	\$486.95	\$ 1,081,000
	1983	85	9.12	775	"	403.85	313,000
Processing	1984	***					
	1983	***					
TOMATOES							
Total	1984	5,320					23,901,000
	1983	6,080					15,739,000
Fresh	1984	3,220	16.34	52,630	"	389.35	20,492,000
	1983	3,365	13.42	45,160	"	264.00	11,922,000
Processing	1984	2,100	30.71	64,500	"	52.85	3,409,000
	1983	2,715	26.45	71,815	"	53.15	3,817,000
MISCELLANEOUS VEGETABLES ***							
Total	1984	3,065					10,798,000
	1983	2,760					6,781,000
Fresh	1984	1,955					9,586,000
	1983	1,635					5,399,000
Processing	1984	1,110					1,212,000
	1983	<u>1,135</u>					<u>1,382,000</u>
TOTAL ACRES	1984	201,252	TOTAL VEGETABLE CROPS		1984	\$705,337,000	
	1983	173,735			1983	672,670,000	

* Insufficient to Report

** Multiple Harvested Square Footage

*** Includes Beets, Cherry Tomatoes, Corn, Bok Choy, Rapini, Squash, Fresh Peas, Parsnips, Sugar Peas, Radishes, Turnips and others.

FIELD CROPSPRODUCTIONF.O.B. VALUE

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PER ACRE</u>	<u>TOTAL</u>	<u>UNIT</u>	<u>PER UNIT</u>	<u>TOTAL</u>
BARLEY	1984	48,000	.75	36,000	Ton	\$120.00	\$ 4,320,000
	1983	48,000	1.00	48,000	"	115.00	5,520,000
BEANS, Dry							
Large Lima	1984	2,340	1.10	2,568	"	975.80	2,506,000
	1983	1,480	.95	1,402	"	960.00	1,346,000
Small White	1984	1,610	.96	1,550	"	506.50	785,000
	1983	1,280	1.05	1,345	"	600.00	807,000
Garbanzo	1984	155	1.01	157	"	700.50	110,000
	1983	239	.89	213	"	560.90	119,000
Misc. Dry	1984	315					217,000
	1983	26					19,000
CORN							
Processing	1984	450	4.50	2,025	"	240.00	486,000
	1983	700	4.00	2,800	"	240.00	672,000
CORN, Silage	1984	300	28.00	8,400	"	25.50	214,000
	1983	330	27.00	8,910	"	27.50	245,000
HAY, Alfalfa	1984	8,350	7.63	63,700	"	88.00	5,606,000
	1983	8,250	7.50	61,875	"	100.00	6,188,000
HAY, Grain	1984	500	1.50	750	"	45.30	34,000
	1983	500	1.50	750	"	60.00	45,000
HAY, Oats	1984	2,400	2.50	6,000	"	55.00	330,000
	1983	2,200	2.50	5,500	"	70.00	385,000
PASTURE							
Dry Land	1984	1,018,000			Acre	3.75	3,818,000
	1983	1,018,000			"	3.75	3,818,000
PASTURE							
Irrigated	1984	500	1.00	500	"	80.00	40,000
	1983	1,000	2.50	2,500	"	70.00	175,000
SUGAR BEETS	1984	4,495	38.87	174,710	Ton	33.85	5,914,000
	1983	2,000	33.28	66,560	"	31.65	2,107,000
WHEAT	1984	2,345	.75	1,760	"	120.00	211,000
	1983	<u>2,340</u>	.75	1,760	"	142.00	<u>250,000</u>
TOTAL ACRES	1984	1,089,760		VALUE TOTAL	1984		\$24,591,000
	1983	1,086,345			1983		21,696,000

SEED CROP

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>PRODUCTION</u>		<u>UNIT</u>	<u>F.O.B. VALUE</u>		
			<u>PER</u>	<u>ACRE</u>		<u>PER</u>	<u>UNIT</u>	<u>TOTAL</u>
BEAN	1984	486	.88	428	Ton	\$	892.50	\$ 382,000
	1983	1,685	.96	1,612	"		725.80	1,170,000
BROCCOLI	1984	50	.38	19	"		21,000.00	399,000
	1983	93	.28	26	"		14,461.50	376,000
CAULIFLOWER	1984	82	.59	48	"		8,187.50	393,000
	1983	137	.27	37.28	"		17,436.00	650,000
*MISC. SEED	1984	1,800						618,000
	1983	<u>1,845</u>						<u>678,000</u>
TOTAL ACRES	1984	2,418			TOTAL SEED CROP		1984	\$1,792,000
	1983	3,760						2,874,000

OTHER PRODUCTION

<u>CROP</u>	<u>YEAR</u>	<u>COLONIES</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>		
					<u>PER</u>	<u>UNIT</u>	<u>TOTAL</u>
APIARY							
Total	1984						\$ 63,000
	1983						115,200
Honey	1984		56,000	Lb.	\$.54	30,200
	1983		149,650	"		.52	77,800
**Pollination	1984	1,580		Colony		20.00	31,600
	1983	1,840		"		18.00	33,100
Wax	1984		1,100	Lb.		1.09	1,200
	1983		3,950	"		1.09	4,300

* Misc. Seeds includes: Asparagus, Celery, Barley, Carrots, Peas, Oats, Flowers and misc.

** Crops Pollinated: Apples, Cucumbers, Cauliflower, Broccoli, Onions, Squash, Carrots, Spinach, Peppers, Fava Beans, Parsley and Melons.

NURSERY CROPS

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>BLOOMS SOLD</u>	<u>AVERAGE PRICE</u> <u>PER BLOOM</u>	<u>TOTAL</u>
CUT FLOWERS					
Rose	1984	108.29	67,296,000	\$.28	\$18,843,000
	1983	123.44	71,597,000	.2858	20,462,000
Miniature Rose	1984	10.15	14,517,000	.18	2,613,000
	1983	11.06	9,590,000	.1717	1,647,000
Carnation	1984	159.18	126,318,000	.11	13,895,000
	1983	162.59	128,419,000	.1057	13,574,000
Chrysanthemum (Standard)	1984	32.05	10,506,000	.34	3,572,000
	1983	28.12	10,140,000	.3089	3,132,000
			<u>BUNCHES SOLD</u>	<u>PER BUNCH</u>	
Carnation (Miniature)	1984	19.55	930,000	1.45	1,348,000
	1983	9.35	552,000	1.22	673,000
Crysanthemum (Pompon)	1984	3.21	181,000	.86	156,000
	1983	5.53	330,000	.70	231,000
Cut Flowers (Misc.)	1984	86.16	216,000	1.81	391,000
Gypsophila	1984	38.00	113,000	1.48	167,000
Iris	1984	54.40	820,000	1.61	1,320,000
	1983	49.42	902,000	1.33	1,200,000
Statice	1984	19.00	132,000	1.08	143,000

NURSERY CROPS - Continued

<u>CROP</u>	<u>YEAR</u>	<u>ACREAGE</u>	<u>POTS SOLD</u>	<u>PER POT</u>	<u>TOTAL</u>
POTTED PLANTS (Indoor Dec.)	1984	46.68	3,833,000	2.59	\$ 9,927,000
	1983	65.66	5,399,000	2.38	12,850,000
FOLIAGE	1984	145.81			1,422,000
	1983	160.39			1,256,000
PROPAGATIVE STOCK, SUCCULENTS & BULBS	1984	110.84			11,884,000
	1983	121.06			11,135,000
BEDDING PLANTS (Vegetable)	1984	26.46			10,819,000
	1983	21.59			6,723,000

			<u>TREES SOLD</u>	<u>PER TREE</u>	
<u>CHRISTMAS TREES</u>	1984	100.00	12,655	20.62	261,000
	1983	100.00	13,910	18.26	254,000

TOTAL ACRES	1984	959.80	TOTAL NURSERY CROPS	1984	\$76,761,000
	1983	858.21		1983	73,137,000

LIVESTOCK, POULTRY, & DAIRYING

<u>CROP</u>	<u>YEAR</u>	<u>HEAD</u>	<u>PRODUCTION</u>	<u>UNIT</u>	<u>F.O.B. VALUE</u>	
					<u>PER UNIT</u>	<u>TOTAL</u>
BEEF CATTLE						
Total	1984	204,600				\$49,716,000
	1983	206,500				46,824,000
Cattle & Calves	1984	91,000	455,000	Cwt	\$54.00	24,570,000
	1983	81,500	342,000	"	48.00	16,416,000
Feeder	1984	78,600	354,000	"	60.00	21,240,000
	1983	75,000	372,000	"	64.00	23,808,000
Stocker	1984	35,000	63,000	"	62.00	3,906,000
	1983	50,000	100,000	"	66.00	6,600,000
SHEEP & LAMBS						
	1984	3,900	3,510	"	58.00	204,000
	1983	7,500	6,750	"	56.00	378,000
WOOL						
	1984		27,300	Lb.	.90	24,600
	1983		52,500	"	.75	39,000
HOGS						
	1984	3,000	570,000	"	.50	285,000
	1983	2,800	504,000	"	.52	262,000
CHICKENS						
Total	1984	1,266,300				1,756,000
	1983	1,120,800				1,550,300
Fryers	1984	1,193,000	4,198,000	"	.40	1,679,000
	1983	1,102,000	3,857,000	"	.40	1,542,800
Meat Hens	1984	73,300	286,000	"	.27	77,000
	1983	18,800	75,200	"	.10	7,500
EGGS						
	1984		1,818,000	Dozen	.71	1,291,000
	1983		2,699,000	"	.60	2,220,000
MILK						
Market	1984		667,000	Cwt	12.84	8,564,000
	1983		645,060	"	13.51	<u>8,715,000</u>
TOTAL LIVESTOCK, POULTRY, & DAIRYING					1984	\$61,840,600
					1983	59,988,300

TREND OF MAJOR CROPS IN MONTEREY COUNTY

<u>CROP</u>	<u>YEAR</u>	<u>ACRES</u>	<u>VALUE</u>
ARTICHOKES			
Fresh & Processing	1984	9,475	\$ 27,291,000
	1979	9,085	20,801,000
	1974	10,300	13,247,000
✓ BROCCOLI			
Fresh & Processing	1984	57,495	126,502,000
	1979	36,260	55,661,000
	1974	21,300	18,594,000
CARROTS			
Fresh & Processing	1984	5,810	19,969,000
	1979	5,415	10,784,000
	1974	5,200	9,830,000
✓ CAULIFLOWER			
Fresh & Processing	1984	26,550	79,653,000
	1979	16,270	32,573,000
	1974	9,265	14,852,000
CELERY			
Fresh & Processing	1984	5,510	26,807,000
	1979	6,580	28,010,000
	1974	5,275	20,135,000
✓ GRAPES			
	1984	32,889	42,022,000
	1979	33,516	58,344,000
	1974	34,746	5,076,000
✓ LETTUCE			
	1984	71,207	285,175,000
	1979	66,570	171,576,000
	1974	54,845	114,894,000
✓ MUSHROOMS			
	1984	**	35,147,000
	1979	**	23,162,000
	1974	**	1,312,000
✓ NURSERY CROPS			
	1984	914.75	76,761,000
	1979	809.12	48,082,000
	1974	450	21,976,000
✓ STRAWBERRIES			
Fresh & Processing	1984	3,245	88,515,000
	1979	2,985	50,109,000
	1974	2,060	21,976,000
TOMATOES			
Fresh & Processing	1984	5,320	23,901,000
	1979	7,420	23,477,000
	1974	6,140	18,651,000

* Included in Miscellaneous Vegetables

** Multiple cropped square footage

MILLION DOLLAR CROPS

1984

1.	LETTUCE	\$285,175,000
2.	BROCCOLI	126,502,000
3.	STRAWBERRIES	88,515,000
4.	CAULIFLOWER	79,653,000
5.	NURSERY	76,761,000
6.	CATTLE	49,716,000
7.	GRAPES	42,022,000
8.	MUSHROOMS	35,147,000
9.	ARTICHOKES	27,291,000
10.	CELERY	26,807,000
11.	TOMATOES	23,901,000
12.	CARROTS	19,969,000
13.	SALAD PRODUCTS	16,749,000
14.	MILK - MARKETED	8,564,000
15.	ONIONS - GREEN	8,444,000
16.	ASPARAGUS	8,087,000
17.	PEPPERS - CHILI	7,239,000
18.	SUGAR BEETS	5,914,000
19.	SPINACH	5,872,000
20.	HAY - ALFALFA	5,606,000
21.	BRUSSELS SPROUTS	5,591,000
22.	BARLEY	4,320,000
23.	GARLIC	3,976,000
24.	CABBAGE	3,911,000
25.	PASTURE LAND - DRY	3,818,000
26.	BEANS, DRY	3,618,000
27.	POTATOES	3,450,000
28.	PARSLEY	1,902,000
29.	SEEDS	1,792,000
30.	POULTRY	1,756,000
31.	CUCUMBERS	1,530,000
32.	ONIONS - DRY	1,505,000
33.	EGGS	1,291,000
34.	SQUASH	1,081,000

SUMMARY

FRUITS & NUTS	1984	\$ 132,393,000
	1983	109,139,000
VEGETABLE CROPS	1984	705,337,000
	1983	672,670,000
FIELD CROPS	1984	24,591,000
	1983	21,696,000
SEED CROPS	1984	1,792,000
	1983	2,874,000
OTHER PRODUCTION	1984	63,000
	1983	115,200
NURSERY CROPS	1984	76,761,000
	1983	73,137,000
LIVESTOCK, POULTRY, AND DAIRYING	1984	61,840,600
	1983	<u>59,988,300</u>
	TOTAL - 1984	\$1,002,777,600
	1983	939,619,500

CROP HIGHLIGHTS - 1984

A new agricultural record year for Monterey County was reached with a gross value of \$1,002,777,600, an increase of \$63,158,100.

There was a large increase in acreage as the 1983 flooded acres were returned to production. The most notable increases were in broccoli, cauliflower and lettuce.

Fruit and nut crops reached \$132,393,000, an increase of \$23,254,000. Increased acreage and greater yields of fresh market berries, plus increased acreage and tonnage of grapes accounted for the higher value.

Vegetable crops increased by \$32,667,000, but this was due to the increased acreage more than any other cause. Lettuce again was the number 1 crop - \$285,175,000, Broccoli number 2 - \$126,502,000, and Cauliflower number 4 - \$79,653,000. These three commodities accounted for 26,636 acres of the total increase of 33,496 over 1983 acreage. Celery, with a depressed market all year, showed a \$18,393,000 decrease. Mushrooms managed to hold their own with a 16 cent drop in price and a 5,174,000 pound increase.

Field crops were up \$2,895,000, largely due to additional sugarbeet acreage.

Nursery crops increased \$3,624,000. Roses and potted plants showed large decreases, while carnations (miniatures), miniature roses, and bedding plants showed increases.

Livestock, poultry and dairying were up \$1,852,300 in value over the previous year. Higher cattle and calves head count and an increase in prices paid per cwt accounted for this rise in value.